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ABSTRACT

Three papers and a brief report on audiovisual services and the agencies providing them in three countries of western Europe include: (1) "National Service to Public Libraries in the Field of Audiovisual Media: The Situation in the Netherlands," by Ed Spruit, who discusses problems concerned with the inclusion of audiovisual media in public library collections and describes the role of the governing organization of Dutch public libraries in developing such collections; (2) "The International Association of Sound Archives (IASA)," by Rolf Schuursma, briefly describes the concerns of this group of nearly 300 institutional and individual members in western Europe and Australia; (3) "Central Service of Audiovisual Media in Sweden," by Jan Gumpert, describes the three types of audiovisual service provided, i.e., talking books, music, and various media of interest to libraries such as slides, smaller language courses, and music cassettes; and (4) "Audiovisual Aids in the Federal Republic of Germany," by Willi Wiemers, describes the types of audiovisual media supplied to libraries (including sound recordings, video, and slides and films), discusses difficulties caused by unauthorized copying of sound recordings, and describes centralized services available to public libraries. (LLS)

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47th Annual Conference Papers

Libraries Serving the General Public Division
Audio-Visual Media Section

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DIVISION: Libraries Serving the General Public

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National Service to Public Libraries in the field of Audiovisual Media
The situation in the Netherlands

par
Ed SPRUIT

NATIONAL SERVICE TO PUBLIC LIBRATIES IN THE FIELD OF AUDIOVISUAL MEDIA

The situation in the Netherlands

Ed Spruit

1. Introduction

In this lecture I will pay attention to the decelopments in the Netherlands which have lead to the inclusion of audiovisual media in the public libraries and to the central service to public libraries in this field.
Since the beginning of the seventies a joint committee of the Ministry of Education and the Ministry of Culture, Recreation and Social Welfare has discussed the distribution of audiovisual materials in the Netherlands.
An important result of the discussions was, that the distribution of the audiovisual materials with exception of 16 mm and larger formats movie pictures was regarded as a part of the service of public libraries. And not only for the individual users but also for schools and other institutions. In this respect the Dutch situation differs much from the situation in other countries where there are Central Audiovisual Services for the distribution of audiovisual materials to schools.

In the meantime in the Public Libraries Act of 1975 provision has been made for the inclusion of audiovisual materials in the library collections.

2. Problems regarding the inclusion of audiovisual materials in public libraries

From 1975 to 1979 an investigation was carried out in the Netherlands under the title "Methodical investigation into the functioning of the public library as a media centre".
The aim of the investigation was not to examine whether audiovisual materials belong in the public library but rather to evaluate the problems concerning their inclusion in libraries and subsequently try and find solutions. For instance, the incorporation of audiovisual materials in the library collection proves to require very much time and energy.
This is due particularly to the following factors:

1. Suppliers of audiovisual materials are much less well organized than book publishers. This leads to much time being spent on research by library staff.
2. Audiovisual materials are not yet reviewed as extensively as books and this makes it difficult for the library staff to establish which materials are suitable.
3. Because of lack of familiarity with the rules (ISBD/NBM) the cataloguing of audiovisual materials requires much time.
4. Many materials are not supplied in a form suitable for lending. For example, slides may be supplied in cardboard frames and these have to be remounted in plastic frames. In addition slide frames may not contain adequate information about the slide and these details have to be printed on at a later stage.

Therefore, it is not surprising that one of the most important conclusions of the 'Methodical investigation' is that a national service for the reviewing, acquisition and processing of audiovisual materials should be set up as soon as possible.
In the Netherlands the appropriate institution is the Dutch Centre for Public Libraries and Literature (NBLC).

3. The NBLC

This institution is the governing organization of public libraries in the Netherlands. All (approx. 1000) public libraries are affiliated to the NBLC.

The organization has a twofold function:

a. To advise the libraries. For this purpose the NBLC employs a large number of specialists in such areas as automation, audiovisual media, library equipment, mobile libraries, legal affairs etc.

b. To produce all kinds of materials. This is often a continuation of the above-mentioned advisory function. Products include brochures on all kinds of professional subjects, book reviews (approx. 13.000 titles annually), reviews of periodicals, reference lists, documentation kits etc.

The NBLC now has more than 220 staff members spread over various services. The audiovisual media service (with 20 staff members) is one of these.

4. The audiovisual media service

This service also has a twofold function, i.e. advice and production. The advisory function includes:

- guidance to public libraries starting with audiovisual media
- supply of information on available equipment
- advice with regard to the equipping of libraries (special provisions for audiovisual media; furniture, storage systems etc.)
- advice concerning collection-building
- organization of advanced training courses for library staff

Meanwhile there are already a number of activities on the production side.

5. Present production activities of the audiovisual media service

a. Audiovisual documentation

About nine years ago the NBLC started an inventory of all audiovisual materials (with the exception of scientific productions) available in the Netherlands (for sale, for hire or for loan). This inventory was instigated both for education and for the public libraries. At the moment the documentation comprises some 20.000 titles. Every month a part of this documentation appears in the publication "Informatie Audiovisuele Media" (Information Audiovisual Media). Because this publication appears in loose-leaf form the file information can be easily changed and updated. Within a few years this documentation will be stored in a computer.

b. Centralized supply of gramophone records and audiocassettes

Many public libraries in the Netherlands have a collection of gramophone records and audiocassettes (mainly music). For these libraries a central service was set up in 1976. This service includes the following:

Every week the publication 'Infono' makes some 180 new gramophone records and music-cassettes available to the public libraries. The libraries have two weeks in which to place their orders.
On receipt of the orders the records and cassettes are purchased centrally by a sister organization, the Dutch Library Service. This institution processes the materials and sends them to the libraries. At the same time the respective catalogue cards are produced by the NBLC.

c. Reviews of audiovisual materials (non-music)

In 1977 the NBLC started reviewing audiovisual materials; in the beginning mainly slide-series. At the moment between 500 reviews are produced annually by external reviewers. This number will be increased considerably in the coming years. Catalogue cards are produced for all materials reviewed.

d. Brochures

In the series 'Orientatie Audiovisuele Media' (Orientation Audiovisual Media) brochures are published on use of equipment, professional subjects etc. For example, publications have been issued on the slide-projector, the overhead-projector, the 'Methodical Investigation' and storage systems for audiovisual materials.

e. Infomedia

Infomedia has been published since the beginning of 1979. This monthly periodical is particularly meant for libraries and other insitutions with audiovisual collections.

f. Centralized supply of audiovisual materials (non-music)

Since the beginning of 1981 NBLC offers the public libraries a possibility to order slide-series, audiocassettes, 8 mm films, video assettes, etc. centrally on basis of reviews. These materials are fully processed. This means that they are put in a special storage system which enables the libraries to integrate these materials between the books. Furthermore - if necessary - slides are remounted, title-information is printed on the slide-mounts, and audio- and videocassettes are relabelled, etc. The respective catalogue cards are also produced.

6. Other activities

One task undertaken by the NBLC which is neither an advisory nor a producing one is the distribution of radio programmes. Six broadcasting companies have granted the NBLC distribution rights for audiocassettes of previously broadcast radio programmes. Consequently, many public libraries have now included a large number of radio programmes in their collections.

Another important achievement, after much reasearch, has been the development of a storage system for audiovisual materials.
Most public libraries in the Netherlands have chosen to adopt an integrated system for the shelving of books and audiovisual materials. This can only be realized if the libraries have an adequate storage system enabling them to place all types of audiovisual materials among the books (intershelving).
This system now exists. It consists of binders with or without a ring mechanism in two formats (A5 and A4) and in various spine widths.

By means of a loose-leaf system all kinds of audiovisual materials can be stored both individually and in combinations. Furtherfore these binders offer space for accompanying printed texts, 'bookcard' and catalogue card etc.

7. In conclusion

The national standards committee has calculated that it is desirable that 20% of the total collection of a public library should be devoted to audiovisual materials (music and non-music). At the moment only a few libraries are able to meet this requirement due to the afore-mentioned problems.
Certainly the extension of the central service will make it much easier for many libraries to meet this requirement.

1) Section 1 of the Public Libraries Act states:""Public Library" means a library that is provided for and accessible to the public, in which culturally representative collections of books, newspapers, periodicals and audiovisual materials of current interest are available".

2) By "small" media are meant: slides, filmstrips, gramophone-records, sound tapes and cassettes, videocassettes and -discs, 8 mm films, overhead transparancies and microforms.

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SECTION:

52/COOP/1E

Cooperation in AV Materials (IASA, ICA, IFLA)
Session Nr. 180

The International Association of Sound Archives IASA

by
Rolf Schuursma
President,
Rotterdam, the Netherlands

The International Association of Sound Archives IASA

The International Association of Sound Archives was established in 1969 in Amsterdam. The present day membership amounts to nearly 300 of whom approximately two thirds are institutional and one third individual members.

IASA is concerned with all aspects of sound archives, including acquisition and selection of sound recordings, preservation, description and cataloguing, accessibility and distribution. The Association unites all kinds of sound archives, with collections of music ranging from European and American art music to ethnomusicological recordings of cultures throughout the world; with collections of spoken word records ranging from Oral History interviews to linguistic and dialectological recordings, and finally with environmental recordings (the registration of the acoustic environment of our time), wild life sounds and medical recordings. The common aim of the member archives is the preservation of their collections for research and educational purposes. Amongst the member are many broadcasting archives.

IASA's main activities are undertaken by committees dealing with cataloguing, technical aspects, the training of sound archives staff and copyright problems. Regional activities are a matter of national branches, now at work in Austria, Australia, France, the Netherlands and the UK (in the USA and Canada sound archivists and collectors are organized in the Association for Recorded Sound Collections). Publications include the Phonographic Bulletin (three issues a year) and special publications.

Highlights in IASA's existence are the annual meetings, which take place in conjunction with the conferences of the International Association of Music Libraries. Next meetings are in Budapest (6-11 September, 1981), Brussels (4-10 July, 1982) and Washington DC (8-14 May, 1983). Further information: David G. Lance, secretary, Imperial War Museum, Lambeth Road, London SE1 6HZ.

Dr. Rolf Schuursma,
President

(June, 1981).

IFLA Council 1931

DIVISION: III

SECTION: ROTNAC

58/AVM/1 E

Central Service of Audivisual Media in Sweden

by
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Managing director
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CENTRAL SERVICE OF AUDIVISUAL MEDIA IN SWEDEN

Bibliotekstjänst (Btj) is the Swedish National Center for Library Services and is owned by the Swedish Library Association (SAB) and the Swedish Association of Local Authorities. Btj works in the bibliographical as well as in the technical field. In the bibliographical field the cataloging and the centralized binding service are the most important of Btj's activities. In Btj's section for centralized binding the department for audivisual media provides three types of services: 1. Talking books, 2. Music, 3. Filmstrips, slide series, language courses etc.

In each of these three fields the editorial staff of Btj is supported by a committee of specialists and experienced librarians chosen by the Swedish Library Association and the Swedish Association of Local Authorities.

1. Talking books

Btj's activities concerning talking books are based upon a cooperation with the Swedish Society for the Visually Handicapped (SRF) and with the Swedish Library of Talking Books and Braille which are responsible for the main part of the production of talking books in Sweden and which stresses textbooks for the blind. Btj's own production mainly includes novels for adults and children, and the number of titles produced is approximately 150 per year. The total production of talking books in Sweden amounts to approximately 1,700 per year, and of this production Btj offers libraries 600 titles of special interest to the general public.

Btj is the only sales channel directed towards the libraries. The libraries, especially the 24 county libraries which have large stocks of talking books, purchase approximately 20,000 talking books per year. These books can be borrowed not only by the blind but also by other groups of handicapped people with reading difficulties. All talking books are now produced in the form of cassettes, and older books are gradually being transformed from open reels to cassettes.

Btj has also developed a special box for these cassettes which simplifies mailing them. Both the box and the cassettes are marked with labels in braille as well as ordinary printer's ink.

Btj's technical equipment for the production of talking books also makes possible an effective mending service.

Approximately 10,000 cassettes are repaired or exchanged per year.

2. Music

Assisted by the advisory committee Btj makes a monthly selection of about 70 titles of various kinds of music. The selection for 1980 comprised the following:

	gramophone records	cassettes
Classical music	268	59
Folkmusic	45	5
Songs (ballades)	28	8
Jazz, blues, gospels etc	111	4
Pop music	199	81
Childrens records	33	28
Miscellaneous	9	16

The service Btj offers includes the possibility of acquiring the records and cassettes at a somewhat reduced price as well as the cataloging of the medium. The libraries pay a certain subscription fee for the service comprising information and cataloging. The total sales of records and cassettes from Btj amounts to approximately 25,000 copies per year.

The free lending of gramophone records hardly exists any longer but has been replaced by the lending of cassettes while records are mainly used within the libraries. It can further be noted that in the economically hardened climate that the Swedish libraries are experiencing there is a clear trend to give priority to the acquisition of books over the purchase of other media. The development of the musical departments of the Swedish libraries is at somewhat of a standstill.

3. Filmstrips, slide series, language courses etc.

From the large supply of these media Btj makes a selection of titles which are of interest to libraries, e.g. slides with illustrations to children's books, smaller language courses (courses used in language laboratories e.g., are not included), music cassettes to song books, artslides, etc. The number of copies sold in 1980 was 5,500 one third of which consisted of language courses.

So far Swedish libraries have not been confronted with videogrammes, but surely their interest in this new medium will increase within the next few years. Btj is closely following developments in this field. What is today being discussed is a uniform technical standard and also the quality of the programmes. Today in Sweden a number of videogrammes which speculate in violence and sex have been made commercially available. That the future lending of videogrammes in libraries should be financed by a fee to be paid by borrowers is also being discussed.

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DIVISION: Libraries Serving the General Public

SECTION: Round Table of Audio-Visual Media

79/AVM/3E

Audiovisuell Aids in the Federal Republic of Germany

by
Willi WIEMERS,
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AUDIOVISUAL AIDS IN THE FEDERAL REPUBLIC OF GERMANY AND THE SERVICES OFFERED BY EKZ

A paper read by Willi W i e m e r s of the 'ekz'= Einkaufszentrale für öffentliche Bibliotheken GmbH, Reutlingen, Federal Republic of Germany.

In the past 10 years audio-visual aids have become an essential part of the library supplies offered in the Federal Republic of Germany. At the same time the different aid media have developed into various directions..

S o u n d r e c o r d i n g m e d i a

The sound recording media (such as records and cassettes) have developed into a real mass medium. After all, the West German "phono industry" in 1980 had a remarkable turnover:

Singles	45'000.000 units
Long Play	109'700.000 units
Micro, or compact cassettes	44!400.000 units

Total turnover: 2.480 million German marks!

New recordings

Long play	5.021 units
Micro cassettes	3.369 cassettes

(the micro cassette titles are, to a large extent, parallel editions of the long play records)

Nowadays every second household in the Federal Republic of Germany owns at least one "reproductive"or play-back unit for records or cassettes. An increasing trend towards the practical, robust, easy-to-handle cassette can be observed. This development pleases libraries since cassettes have more advantages for lending! Library patrons (or"users")praise the varied and flexible uses of cassettes. Being independent of the electric power supply, cassette recorders, unlike record players, can be used anywhere: at home in the car,on a boat...

Permit me to take a look forward to the end of the eighties! There is one competitor to our media whose qualities are far superior to those of any other media: the so-called c o m p a c t - d i s c is already waiting in the wings, ready to go..Compact discs are plastic discs the size of a fist which are scanned by a laser beam; in April of this year they were presented to the enthusiastic technical world. The quality of its sound surpasses anything that has been offered up to now. The

experts predict that this marvel will lead to a revolution in the field of sound recording media, within the next ten years. -

We, the librarians, only hope that the equipment industry will agree on one uniform system for the new medium, since the multiplicity and diversity of the existing video systems (VHS, Betamax, Grundig 2000) already causes librarians sufficient headaches.

V i d e o

On the German market and in West German libraries Video does not have any importance yet. At the end of 1981 the market for video equipment will be saturated only up to 4 % per cent. The so-called German Video Catalogue, published in April, which contains 2.000 titles of 50 firms is nothing spectacular either.. The technical world calls this " a poor offer" since most of the Catalogue is taken up by sex films which lack interest. However. even here a reversal of the tendency can be expected and films of much greater interest are being offered recently. It is necessary, therefore, for

the libraries

the libraries to keep careful track of the developments in the field of video.

Slides / Films

Further audio- visual aids, such as slides and movies, will only be mentioned in passing since they have not developed into mass media like other sound recording media, and they are not of great importance to the public libraries. The field of film, in the Federal Republic, is attached to a different kind of institution, namely the national photographic service (Bildstelle) which, although working in cooperation with public libraries, is an independent institution. These photographic centres generally have a comprehensive supply of slides at their disposal.

Market analysis and the services of the 'ekz' reviewing and reading departments

At the outset of my lecture I mentioned the noteworthy turnover

turnover in the field of sound recording.

This tremendous number of titles supplied naturally requires a critical analysis and appraisal of the market.-

Therefore, 'ekz', as part of its readers' services, not only reviews books, but also reviews sound recording equipment. At present, the reviewing service for sound recording media comprises the following fields:

Light music (Pop, Rock, Hit Tunes, Folklore, Jazz)

Children and Young People

Literature (talking books)

Courses of Language Instruction

Reviewing in the field of "classical music" was discontinued since the large music companies no longer send a sufficient number of free review copies to 'ekz' any more. On the other hand, since specialized West German periodicals are offering excellent reviews of classical music, our public libraries continue to have the opportunity of informing themselves elsewhere on this sector of sound carrying media. -

Generally speaking, the large firms in this particular

branch of business has a growing tendency not to supply any library reviewing service with the usual free reviewing copies any more. -

Libraries as free lenders of audio-visual aids are not particularly popular with large media trusts since they are afraid of losses in their turnover if library users at home enjoy their media without paying for them, or even copy and duplicate them.-

I personally would be interested to know about the present situation in the different countries which are represented around our table at this IFLA Round- Table meeting.-

The situation in the Federal Republic of Germany is becoming even more difficult due to the fact that nowadays any private person can copy anything on empty cassettes (whether they are video cassettes, or non-recorded sound recording media such as recording tapes and cassettes), without paing any fee.-

A legal

A legal regulation which should bring some order into this situation is planned, but it will be some time before the law is passed.-

Since the market for sound recording media crosses frontiers and may be called an "international" market, the 'ekz' reviewing services are sometimes also subscribed to by other German speaking foreign countries (Austria, Switzerland).

e k z ' s o f f e r s i n

s o u n d r e c o r d i n g m e d i a

Beside its reviewing service, 'ekz' offers to supply cassettes in the following fields:

Light music(Pop,Rock, Hit Tunes, Folklore, Jazz)

Children and Young People

Literature (Talking books)

Cassettes (words and music) for fellow citizens of foreign origin.

All sound recording media offered by 'ekz' contain catalog cards and transaction or "registration" cards. Moreover, 'ekz' can obtain any available record or cassette

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cassette.-

Further programs in sound recording media are in preparation with 'ekz'.

C a t a l o g i n g (alphabetical catalogue)

The cataloging of sound recording media is no small problem to West German librarians and to the 'ekz'. Recently the so-called RAK-Musik or Rules for the Alphabetic Cataloging of Music,(which control, among other things, the cataloging of sound recording media,) prescribe that the composer is placed at the head of the main entry. This principle should be used for classical and light music alike.-

However, since, in contrast to classical music, in light music the interpreter or performer (for instance,the Beatles) plays the most important part, these RAK-rules meet with stubborn resistance from the ranks of the librarians:

Let me give you an example. It has become generally accepted in the Federal Republic (and probably in the rest of the world as well) that in the field of light music

music (this concerns particularly pop music) everything is coordinated around the performer or interpreter. Each and everyone of us here around the table, whether he be from Holland, Denmark, Sweden or from other countries, probably knows the Beatles and the Rolling Stones (they say that the Beatles are even known in China!). -

However, according to the prescriptions of the RAK-Musik-rules there will be only very few cases when these names (like"Beatles", "Rolling Stones") will appear at the head of the main entry since the cataloging is done according to the composer and not to the interpreter of the music. However, the public has hardly ever heard the composer's name.-

If there are several composers- and this is the case frequently with pop music - the main entry will be headed according to the subject of the music. Now, according to the prescriptions of RAK-Musik which pretend to follow international rules, users find a title such as for instance"The Beatles" under three completely

completely different headings in the main entry:

1.under the Composers

2. under the subject of the Composition

3. under the style of the Music Group, or corporation, but only if a l l the members participated in the c o m p o s i n g of the piece.

This prescription of RAK-Musik is criticized fiercely by many libraries in the Federal Republic of Germany. Not long ago, 'ekz' took a poll on the main entry in light music, and 93% of the libraries that answered the questionnaire preferred to have the interpreter, or performer, as the heading of the main entry (that is, in our example:the Beatles). And it seems increasingly so that the majority of the competent library bodies in the Federal Republic which have to decide whether or not to adopt the RAK rules, prefer not to proceed according to RAK-Musik.-

Therefore, 'ekz' will in the future follow the majority of libraries and catalog light music in the main entry according to the performer, or interpreter.-

I would

I would be interested to know which rules are followed by the other countries which are sitting here at the"round table": how y o u catalog, whether y o u plan any changes, and if so, what they will be? I hope that during the ensuing discussion we will have time to exchange opinions at length on this subject.

Beside the reviewing service for sound recording media and the offer of programs for sound recording media, 'ekz'offers actual play-back units for sale, such as cassette-recorders, record players, video equipment and, last but not least, the corresponding furniture systems for the installation of audio-visual aids in libraries.-

My talk is now approaching its close and I hope that I have been able to inform you briefly about the use of audio-visual aids in public libraries of the Federal Republic of Germany.

Thank you very much for your attention.